

MEMORANDUM OF UNDERSTANDING FOR ZERO WASTE BLUE PROJECT PROMOTION THROUGH “ANCONA HALF MARATHON” SUSTAINABLE EVENT

between - partners

*Comune di Ancona
uffici/direzioni Programmi Comunitari, Sport, Turismo, Centro Servizi Immigrati*

SEF Stamura

Regione Marche

Fidal Marche

COLDIRETTI Ancona

CONI Marche

CIP Marche

FISPES

UIISP Ancona

CUS Ancona

Camera di Commercio delle Marche

ConfCommercio Federalberghi Marche centrali

MIUR - Ufficio Scolastico Regionale per le Marche

Università Politecnica delle Marche

I.I.S. “Panzini” Senigallia

CSV Marche

Conerobus

Ancona Parcheggi

AnconAmbiente

Viva Servizi

Ente Parco Regionale del Conero

Orizzonte Autonomia ONLUS

Considering that:

Sporting events represent an important component of the life of a community, as in addition to representing moments and places of aggregation, they are able to involve people of all ages, different levels of education and social background, and also to promote the territory in which they take place. Indeed, sport events can become vehicles for education, information and dissemination of positive principles, such as respect for the social, natural and cultural environment.

In this sense, the "White book of Sport", presented in Brussels on 11/07/2007, recommends that activities, facilities and sporting events, which have a significant impact on the environment, should be oriented through a sustainable, ecological and rational management way. The Coordination Agenda 21 of the National Olympic Movement recommends the use of sport as an element of social experimentation, an instrument of responsibility in the way of consuming, a tool to control the pressures generated by man in the environment.

Sports events, in their different manifestations, constitute an element strongly linked to the promotion of the territory where they are located, entering into synergy with the planning and development of tourism, social and economic issues. In this way, events become opportunities to develop strategies shared by public institutions, companies and the local population.

The Zero Waste Blue project, "Zero Waste Blue Sports events for territorial development", financed by the European program Italy-Croatia – in which Municipality of Ancona is partner - has among its general objectives the improvement of the capacity of the cultural-touristic sector to promote and improve its own offer, creating synergies between territories and operators in the sector. The project promotes the adoption of sustainability requirements in sporting events, as well as the dissemination of a change in the behavior and the activation of sustainable and socially inclusive initiatives and services.

The sustainable events organization, those events designed and managed in such a way to minimize the negative impacts on the environment and develop a positive influence in the host community, also from a social and economic point of view, constitutes a fundamental challenge for a territory that wants to promote a way to sustainability.

Sport events have been identified as an ideal starting point for the implementation of a policy oriented to sustainability, in consideration of the sensitivity already demonstrated by sports organizations and organizations that look for more effective ways to achieve sustainable events.

The Municipality of Ancona has understood the importance of sporting events as a useful help for local development to complete and adjust seasonally the tourist offer and, at the same time, improve the natural and cultural heritage, making it accessible to larger segments of the population.

Therefore, as part of the activities of the Zero Waste Blue project (hereinafter called ZWB) has tried to individuate the event managed by the sportive manifestation named ANCONA HALF MARATHON

Art. 1 – OBJECT

With this memorandum, the parts set the objective of creating events following the ZWB values, this events designed to minimize negative environmental and social impacts by protecting and promoting local resources and making an easier use and access to as many individuals as possible.

Local communities, public and private operators will be able to host such events with the intention of promoting an increasing sustainable tourism and also the economic and social resources; Sports organizations could characterize their work contributing to a path of socio-environmental awareness; Economic issues that have to do with the provision of primary services (water, electricity, gas, waste) will benefit from collaborations to achieve high service efficiency.

The Protocol aims to application, based on pilot experimentation in edition n. 6 “ANCONA CITY HALF MARATHON”, a model replicable and transferable to other events that can improve and even promote and adopt the ZWB brand in the territory of the city of Ancona and throughout the Marche region, promoting the following sustainable behaviors in terms of:

- Activate a permanent coordination between all the subjects involved in the realization of the event;
- Implement all possible actions aimed to protect the territorial context object of realization;
- Promote the exchange and creation of synergies between the parties involved in the realization of the event;
- Establish an adequate training process before the event in educational institutions, universities, institutions (public and private) and associations, in relation to the issues of environmental sustainability and social inclusion related to sport and the promotion of tourism.
- Implement a media campaign event with zero environmental impact through the use of digital material, IT platforms, social networks and "instant message invitations";
- Guarantee total accessibility to the event for disable people also through the provision of adequate instruments and / or dedicated facilities
- Favorire un'eguale partecipazione tra generi, fasce di età, culture anche mediante la realizzazione di attività promozionali ed incentivi all'uopo dedicati;
- Promote the equal participation between genders, ages, cultures even with the implementation of promotional activities and incentives
- Implement a plan for recycling and / or composting of waste produced as part of the event's activities;
- Stimulate water use through the water supply system, with specific agreements between those involved in the organization.
- Use of recycled materials for all the activities related with the festival, as long as it is possible ;
- Use and promote typical local products and Km0 products, in the restoration sector involved, conferring awards to those who facilitate access to people with food intolerance.

The involved parts compromise to develop concrete actions to launch a process of progressive reduction of the impacts in the territory in the individual events in order to convert them into sustainable and inclusive events. they will be supported by the free online platform Zero Waste 2.0 <http://zerowaste.ervet.it>. This Protocol is open and expandable.

Art. 2 - PARTS COMMITMENTS DESCRIPTION

Regarding with this protocol, the ORGANIZING INSTITUTIONS and OTHER INSTITUTIONS INVOLVED commit themselves to:

Comune di Ancona

Community Programs Office: Act as a reference point for project activities, coordinate the local working group and ensure compliance with European policies on projects.

Sports office: Municipal sports facilities provision according to the purpose of the project.

Immigrant Services Center: promote the event within the association of foreigners of the city; Promote the values of anti-racism and integration through the pilot event.

Tourism Management: promoting the cultural heritage of the city through sporting events

SEF Stamura

Organize the event pursuing the objectives and purposes of this protocol.

Organize the communication campaign in a sustainable way.

Elaboration of informative materials with the logo of the project..

Regione Marche

Promote through the regional territory, the events and philosophy of ZWB, transforming this protocol into a policy that could eventually provide a reward system for organizers who obtain the ZWB brand.

Fidal Marche

Involve the committees of the different territories of the Marche.

CONI Marche

Involve all sports federations regional committees to promote participation and change the type and philosophy of the event.

COLDIRETTI Ancona

Promote the consumption of local and 0 kilometer food during the pilot event and in similar future events, Zero Waste Blue.

Give a scientific contribution by elaborating athlete diets using typical local products.

CIP Marche

Encourage the participation of athletes with disabilities in sporting events.

Make a technical contribution to turn the route of the Half Marathon of Ancona more accessible.

FISPES

Encourage the participation of FISPES athletes.

Make a technical contribution to turn the route of the Half Marathon of Ancona more accessible.

UISP Ancona

Promote and improve the brand among the affiliated sports associations network

CUS Ancona

Promote and improve the event in the CUS network of the different territories in the Marche region.

Camera di Commercio delle Marche

Promote and improve the event in the commerce chambers network of the different territories in the Marche region.

ConfCommercio Federalberghi Marche centrali

Provide a specialized technical contribution for the development of accessible accommodation facilities and for the creation of ZWB tour packages dedicated to Ancona and the Half Marathon.

MIUR - Ufficio Scolastico Regionale per le Marche

Student sport event organization in the city of Ancona: "No one excluded... waiting for the half marathon" in line with the project educational and sustainability objectives

Promote sports events for students, trying to reach the maximum participation of Ancona students, managed in such a way to minimize the environmental impact (for example, use of a personal re-usable bottle and elimination / reduction of waste produced by the participants during the sports events).

Promote the free participation of students and families in the "Half Marathon" sporting event.

Promote the ZWB brand in the regional schools network.

Università Politecnica delle Marche

Promote the event in synergy with the 50th anniversary celebrations.

Istituto Alberghiero "Panzini" di Senigallia

Involve students in sports activities, as well as in the restaurant activities planned for the Ancona Half Marathon.

CSV Marche

Promote ZWB and its values among voluntary associations affiliated with the Volunteer Service Center in Marche.

Conerobus

Provide a service update and adaptation to reduce CO2 production, encouraging the use of public transport.

Ancona Parcheggi

Encourage the reduction of the use of private vehicles through specific measures to reduce pollution in the places around the Ancona Half Marathon.

AnconAmbiente

Provide a waste collection service pursuing the objectives and values of the project.

Viva Servizi

Provide a water supply system, which drastically reduces the consumption of plastic bottles.

Ente Parco Regionale del Conero

Promote respect for good environmental practices on behalf of the organizer and participants in sporting events in sensitive natural areas, also supporting the bidding process regulations integration from the technical-scientific point of view.

Provide information to disseminate among participants about the naturalistic and ethnic-anthropological value of the protected natural area.

Orizzonte Autonomia onlus

Share the ZWB philosophy inside the associations network that operate in the social sphere, specifically in the disability sector.

Describe the fundamental aspects of a sport event that is used as the mark of accessibility to the minimum necessary rules to the organizer of the event covered by this protocol.

Art. 3 – SPOKESPERSON DESIGNATION

The subscribers of this Protocol designate one / their own spokesperson for the implementation of this protocol.

Art. 4 – PROTOCOL VALIDITY

The present protocol is stipulated among the interested parts for the year 2019. It has the value of guiding and stimulating future sporting events in the areas of competition. The protocol will be renewed tacitly from one year to another and the will of not renew, will be communicated to all parts before December 31 of each year.

